

In Zone Marketing Training EA Recruiter

INSTRUCTIONS: This AF Fm 623 provides a training plan for training newly assigned EA recruiters. This training is to be accomplished with two full days actually spent with the recruiter. The majority of the time should be spent in the zone meeting people and **demonstrating marketing practices first-hand.** Many of these concepts require explanation prior to demonstration. You should try to cover these areas en route to locations to conduct training. Again, **emphasis is on being out of the office and meeting people in the zone and LEARNING how to use the marketing tools.**

As part of the training you conduct, the recruiter should feel more comfortable in his or her zone. You should **as a minimum**, introduce the new recruiter to at least three new people (influencers), such as Public Service Directors at radio stations, COI vendors, community leaders, etc. This training is designed to be zone specific. If a media outlet is not available, make additional visits to other available outlets. **Where recruiting zones exist that have no media, use an adjacent recruiter's media to conduct the training unless there are valid reasons not to (geographic size of the zone or weather concerns).** This completed AF Fm 623a will be filed in the trainee's AF Fm 623, OJT Record, Tab 3.

Prior to the visit

1. Pre-visit planning is essential to the success of your training. Contact the recruiter and flight chief to reconfirm the scheduled training. (Ask about strengths/weaknesses of recruiter/zone). **The trainer is responsible for conducting a COI while in the recruiter's zone.** Preplanning for this event is critical to its success. Demonstrate the full spectrum of the COI program (request, AFRISS scheduling, ordering paperwork, securing vendors, executing the event, using AFRISS to enter any leads received, etc)
2. Contact one each of the following media outlets to schedule appointments for training with the new recruiter (one should be a station that has not provided assistance in the past, if possible). Make arrangements for conducting a COI with a media outlet that has not provided support in the past (not hostile). Contact the vendor to make arrangements as needed. Visit a radio station in the target market (17-27 year olds), a television station, and/or a cable television station, if possible.

NOTE: In the event there is no station within the recruiter's zone that will provide support or where a particular media outlet is not available within the recruiter's zone, double up in other areas. (Example: Zone A has no television stations. Take the recruiter to an extra radio station or print media.)

3. Prepare a "New Recruiter in Town" print news release for delivery to as many print media outlets as you will be visiting (you may want to provide additional copies to the recruiter for future delivery).

Training

- Explained the proper use of SPIs is to directly support or further the Air Force recruiting mission. Discussed maintaining a positive AF image by not using SPIs in a way that might discredit the AF. Discussed the proper use of the DEP backpack (DEP retention tool, not as a reward or for personal or family use). Discussed AF supply discipline in distributing SPIs, and ensuring there is some recruiting return on investment – that is, the item is given to a potential applicant or influencer who can help generate awareness or leads. Explained the feedback program for SPIs and literature and the importance of the recruiter's feedback to AFRS/RSMS. (AETC Form 1381)
- **Demonstrated** how to solicit PSA support from media outlets. Use one radio station for our target market (17-27 year olds) and if possible, one targeting the influencer (parent/educator age 30+) market. **Explain all media visits will be built as events and loaded into AFRISS when achieved. Check AFRISS to make sure all media has been accepted.**
- **Demonstrated** how to gain support by offering assistance in upcoming local events, mini-jet support, **Ricky Recruiter, NASCAR Show Car, National Tour Truck, Raptor Vehicle, Rover, etc.**
- **Demonstrated/explained** who is to be contacted at individual stations and why. Demonstrated how to load information gathered during the visit into AFRISS.

Page 1 of 3

LAST NAME, FIRST NAME, MIDDLE INITIAL

**ON THE JOB TRAINING RECORD
CONTINUATION SHEET**

- **Demonstrated** proper usage of Sales Promotional Items (SPIs) in conjunction with the visits and gave guidance in using prestige and other types of SPIs.
 - Radio stn (tgt mkt) Call Ltrs/City: _____ Contact/position _____ SPI _____
 - Radio stn (inflr mkt.) Call Ltrs/City: _____ Contact/position _____ SPI _____
 - TV stn Call Ltrs/City: _____ Contact/position _____ SPI _____
 - Cable TV stn Call Ltrs/City: _____ Contact/position _____ SPI _____

- **Demonstrated** how to order a PSA using the email address (rspsa@rsrs.af.mil) or FAX using Form 72 from Public Folders. **Observed the recruiter and order at least one personalized PSA for a station that has pledged support. PSA was ordered for station. Call Letters/City: _____ Station Format/Slogan _____**

- **Conducted** a media outlet COI with the recruiter. **Demonstrated**, using sales skills, how to solicit support/continuing support from the outlet.

- Explained the different types of COIs and that all COIs conducted are sales tools. Explained that generally the measure of an effective Prospective Applicant (PA) COI program is the number of enlistments/applications generated.

- **Demonstrated** how to solicit support from vendors. (Introduce the recruiter to two COI vendors-previous vendor, if available, and a new vendor.) **Demonstrated** how to negotiate with vendors and explain AF no-show policies, methods of payment, etc., in regards to COIs.

- **Demonstrated how to load a COI request into AFRISS prior to squadron approval. Explained that COI event numbers will not be given out by the squadron until loaded into AFRISS.**
 - COI was conducted at (radio/TV call letters, newspaper name, etc) _____.

- If available, **demonstrated** how to solicit assistance from a local veterans association by offering assistance in upcoming community events, speaking at meetings, etc.

- **Demonstrated** how to solicit support from a print media outlet. Utilize a "New Recruiter in Town" news release.
 - Print media visited _____ Person contacted/position _____

- **Demonstrated** how to solicit support from local chamber of commerce/visitor and tourist centers by offering to participate in community events, parades, fairs, etc. Try to visit while on the road visiting other media, if not possible, telephone contact is acceptable. **Demonstrated** how to gather information for his/her zone dealing with demographics, upcoming events, etc. that may be available from the chamber of commerce.

- **Demonstrated**/explained how to plan promotional activities to ensure availability of assets such as the mini-jet, Air Force band, Ricky Recruiter, Raptor Vehicle, Rover, National Tour Vehicle, NASCAR Show Car, etc. Discussed DEP Airmen utilization for these functions. Discussed the direct and indirect effect of these activities on lead generation and how leads are forwarded to HQ AFRS for tracking.

- **Demonstrated** how to canvass the zone and properly utilize business cards and associated materials.

- **Demonstrated** how to contact local businesses to place take-one-boxes, posters, literature racks, and other awareness creating/lead generating tools. **Demonstrated** how to track where items were placed, POC, date of last visit, etc, by using the recruiter's marketing book log. Discussed good/bad locations, how to identify leads generated by this location or influence on community reception, how to determine when literature is used from this location.

- Explained use of each different types of literature--RGM / Take-One / Prestige. Discussed proper usage of literature, shelf life, and how to order literature.

Page 2 of 3

LAST NAME, FIRST NAME, MIDDLE INITIAL

ON THE JOB TRAINING RECORD
CONTINUATION SHEET

- Explained the National Direct Mail schedule and how to correlate recruiter RGM drops for greater zone coverage.
- **Demonstrated** the proper use of RGM to supplement national programs as well as to set up telephone prospecting efforts. Explained which pieces to use for each program.
- Explained how RGM is utilized to generate local leads. Stressed the importance of NOT changing the address label on mail back cards to ensure proper tracking and RGM credit.
- **Demonstrated** how to solicit for outdoor advertisement (if available in the zone) how to solicit window space in vacant businesses for billboard or poster placement.
- Explained the local advertising program and how it affects lead generation tailored specifically to the recruiter's zone. Discussed dealing with local advertising vendors. **Emphasized not committing government funds (it is illegal and could result in financial loss to the recruiter).**
- **Demonstrated** how to use the Civilian Awards program. **Demonstrated** how to nominate deserving individuals/businesses for each level of award and how to make presentations and document presentations made.
- Explained how to handle news queries, what questions can be answered by the recruiter, and what questions to elevate and to whom.
- Explained the local and national tour program and how it affects the recruiter. Explained options available for tours of local Air Force facilities (what to visit, current base policies on using the dining facilities, transportation support that is available, coordination required, etc.).
- **Demonstrated how to determine lead sources from leads received in AFRISS.** Explained the function of the Air Force Opportunity Center (AFOC) and the other lead sources such as Perpetuation, Walk-ins and Call-Ins.
- Explained the Technology Education Program and the Perfect Prom in-depth. **Demonstrated** how to access their website (book-marked it on the recruiter's computer). Explained how to use the information to gain access into high schools.
- **Demonstrated** how to access the AF recruiting home page, (and book marked on recruiter's computer) <http://www.airforce.com>.
- **Demonstrated** how to access the four major categories of AIRFORCE.COM (and book marked) found on the home page -- Careers -- Education -- Air Force Life -- Inside the Blue. **Demonstrated** how the Contact Us (Lead Form) section of AIRFORCE.COM operates (Direct Link - https://secure.airforce.com/contact/contact_form.htm). **Demonstrated** how the Advisor (Recruiter) Locator tool works and validated that the office contact information is accurate (Direct Link - http://www.airforce.com/contact/locator_form.htm). **Demonstrated** how the customer "Question and Answer" center works (Direct Link - <http://airforce.custhelp.com/cgi-bin/airforce.cfg/php/enduser/home.php>).
- Additional Training Comments: _____

Marketing NCO

Recruiter

OPR: HQ AFRS/RSMU—14 Jul 2003

Page 3 of 3

LAST NAME, FIRST NAME, MIDDLE INITIAL